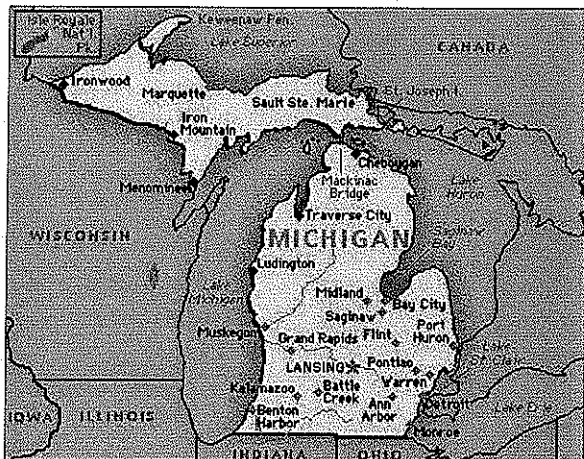




Michigan Tourism Facts



Michigan's Tourism Industry supports ...

- Continuation of public-funded tourism promotion based on results.
- Passage of SB 110 providing short term funding for this year's Pure Michigan campaign and access to long term funding via the appropriations process.

More PURE *M*ICHIGAN™

- Continuation of a year-long, nationwide "Pure Michigan" campaign that brings more tourists, more jobs, and more tax revenues to our great state.

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- SB 110 is a smart investment that will - almost immediately - more than pay for itself in new jobs and tax revenues for Michigan.
- A good investment returns a profit. Recent studies find that every \$1 invested into promotion generated from \$2.22 to as much as \$5.34 in new sales taxes to Michigan almost immediately.
- That means every dollar invested generates new sales tax revenues that otherwise never would have been received. That's new funds for police and fire protection back home and more money for our state schools!
- Michigan's unemployment levels are amongst the worst in the country. If we promote tourism year-round & nationwide, tourists will visit Michigan during all four seasons. Promotion of our great state is the fastest way to keep existing and create brand new jobs!
- That's more jobs for the unemployed, more entry level jobs for youth, and more career jobs for college graduates. Did you know there are over 30 colleges in Michigan offering degree programs in lodging, tourism, and hospitality management?
- Michigan's Great Lakes, hotels, golf courses, ski resorts, and the jobs that go with them will never be outsourced or relocated to other states. Increasing state funding for tourism is the most secure investment in Michigan's economic future legislators can make.

Bottom line?

Tourism jobs stay put!

And so do increased tax revenues for cities, townships, villages and state schools!